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as a preferred provider, dispensing the pet death care products, services and information to pet owners.

2. The method of claim 1 wherein the preferred provider is a veterinarian.

3. The method of claim 2 wherein the veterinarian is a network of veterinarians.

5 4. The method of claim 1 wherein the preferred provider is a pet store.

5. The method of claim 4 wherein the pet store is a nationwide chain of pet stores.

10 6. The method of claim 1 wherein the preferred provider is a pet cemetery.

7. The method of claim 6 wherein the pet cemetery is a nationwide chain of pet cemeteries.

8. The method of claim 1 wherein the products include pet caskets, urns, memorial markers and products and printed matter.

15 9. The method of claim 1 wherein the services include cremation and burial, and funeral and memorial services.

10. The method of claim 1 wherein the information includes information about grief counseling and death/grief support groups.

10. The method of claim 1 wherein the information includes information about grief counseling and death/grief support groups.

11. A method of equipping a preferred provider with pet death care products, services and information to be dispensed to pet owners comprising:

5 selecting a preferred provider to dispense pet death care products, services and information to pet owners; and

supplying the preferred provider with pet death care products, services and information to be dispensed by the preferred provider to pet owners.

11. A method of equipping a preferred provider with pet death care products, services and information to be dispensed to pet owners comprising:

12. The method of claim 11 wherein the preferred provider is a veterinarian.

13. The method of claim 12 wherein the veterinarian is a network of veterinarians.

5 14. The method of claim 11 wherein the preferred provider is a pet store.

15. The method of claim 14 wherein the pet store is a nationwide chain of pet stores.

10 16. The method of claim 11 wherein the preferred provider is a pet cemetery.

17. The method of claim 16 wherein the pet cemetery is a nationwide chain of pet cemeteries.

18. The method of claim 11 wherein the products include pet caskets, urns, memorial markers and products and printed matter.

15 19. The method of claim 11 wherein the services include cremation and burial, and funeral and memorial services.

20. The method of claim 11 wherein the information includes information about grief counseling and death/grief support groups.

21. The method of claim 1 or 11 wherein the services include cremation performed at a crematory owned by the supplier.

5 22. The method of claim 1 or 11 wherein the services include cremation performed at a crematory owned by a humane society.

23. The method of claim 1 or 11 wherein the services include cremation performed at a crematory owned by a competitor of the supplier.

10 24. The method of claim 1 or 11 wherein the services include cremation performed at a crematory owned by a crematory manufacturer.